MAPÚA MALAYAN
DIGITAL CERTIFICATIONS

A program under Mapúa Malayan Colleges Laguna

Dreaming of a better job but don't have the time or money for a college degree?

There's another way to learn.

START WITH CERTIFICATIONS INSTEAD.



Our **industry-recognized certification programs** are designed to be fast, affordable, and focused on the skills employers are actually hiring for.

LEARN THE RIGHT SKILLS SO YOU CAN UNLOCK BETTER JOB OPPORTUNITIES..

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Our History and Heritage

Mapúa Malayan Digital College (MMDC), is a college under Mapúa Malayan Colleges Laguna (MMCL) and behind MMDC is a rich heritage built from almost a century of providing excellent education.

In 1925, Mapúa Institute of Technology was founded. Today, it has become Mapúa University, with an established reputation of being the premier Engineering and Technological school in the country.

The University has likewise earned global recognition in a number of ways:

- Mapúa University placed in the prestigious Times Higher Education (THE) University Impact Rankings in the 801-1000 bracket. This positions Mapúa University as one of the top Philippine educational institutions, ranking 10th among local universities on the list.
- For the sixth time in a row, in 2024, Mapúa ranked among the top universities in the Philippines and Southeast Asia in the QS Asia University Rankings, placing in the 601-650 bracket and emerging as a top 100 Southeast Asian university.

- In its fifth consecutive appearance on the annual list, Mapúa University ranked 550-600 in the Quacquarelli Symonds (QS) Asia University Rankings 2023.
- From 3 Stars in 2017, it attained an overall rating of 4 QS Stars in 2020, garnering high ratings under eight performance categories.
    - 5 QS Stars rating under the Employability, Facilities, and Social Responsibility categories
    - 4 QS Stars rating under the Teaching and Inclusiveness categories
    - 4 QS Stars rating under the Program Strength category for its Bachelor of Science in Computer Science program
    - 3 QS Stars rating under the Internationalization and Academic Development categories

Continuing this legacy is Mapúa Malayan Colleges, which established its inaugural school in Laguna in 2017. Mapúa Malayan Colleges Laguna (MMCL) is dedicated to nurturing nation-building students who will thrive in a business and technology-driven world.

These two esteemed educational institutions have established the Mapúa Malayan legacy – a system that leads in education for business, technology, engineering, and other disciplines that power innovation. A 5 QS Star Rating for employability, ISO 9001:2015 Certification, Autonomous Status granted by the Commission on Higher Education (CHEd), and international student immersion and participation.

Mapúa Malayan Digital College stands as a pinnacle of excellence, established by industry leaders at the forefront of their fields.





A Look into Mapúa Malayan Digital College (MMDC)

MMDC is the premier digital-first college in the Philippines, grounded in Mapúan academic excellence and innovation in digital education. Designed for working students and non-graduate professionals, MMDC offers CHED-accredited, fully online programs that are practical, flexible, and built for today's workforce.

Whether you're earning a degree or taking short-term certifications, you'll gain real-world skills through modern, global learning experiences. Learn anytime, anywhere, at your own pace—with access to world-class content, 24/7 AI tutoring, dedicated coaches, and personalized career support.

At MMDC, we don't just prepare you for the future—we help you create it.

Real Talk, Real Solutions

The way we work is changing fast. The **gig economy** is booming, remote work is on the rise, and companies are hiring based on **skills** more than ever before. But while opportunities are growing, so is the **employment gap** and many aspiring professionals like you are left wondering where to start.

You want in. But maybe you don't have the time, money, or clarity to pursue a path.

We Hear You. And We're Here to Help.



"I don't have time for a full college degree. I need a job now."

Industries are changing fast. Upskilling gives you the tools to land a job quickly.



"I can't afford to finish a college degree right now."

Many employers now hire based on skills. Microcredentials help you get job-ready, without the big expense.



"I need new skills to get promoted."

To move up, you need to skill up. Short programs can help you reach that next level.



"I want to shift careers but don't know where to start."

Changing paths is hard but possible. Upskilling gives you the confidence and direction to begin.

Introducing MMDC Certification Programs

The job market is moving fast. With remote work growing and the gig economy booming, you might be wondering how to break in or what steps to take next. But time, cost, and uncertainty can make it hard to move forward.

That's where Certification Programs come in. These short, flexible programs are designed to help you gain in-demand skills fast and earn industry-recognized microcredentials so you can build momentum and take your next career step with confidence.

MMDC Certification Programs are designed for non-graduate professionals, working students, jobseekers, and career shifters who want to gain in-demand skills to land their dream job or get promoted—all without needing a college degree.

Hosted on Coursera, MMDC Certification Programs provide short, high-impact courses from globally recognized companies like Google, Meta, IBM, and Adobe, with more partners to come. It offers affordable, flexible, and accessible upskilling opportunities for learners with real-world goals.



Certification Program Offerings

MMDC Certification Programs focus on high-demand industries where you can thrive, regardless of your educational background.



Virtual Assistance

Build skills in organization, digital tools, and remote administration to become an essential business asset.

Choose from these certification programs:

Virtual Assistance Career Starter

Kickstart your career as a Virtual Assistant!

Get the skills you need to succeed in the fast-growing world of remote work! This certification program provides a strong foundation for aspiring virtual assistants, equipping you with essential competencies in professional communication, time management, organization, and document management. With this certification, you will be equipped with the essential tools to start and excel in virtual assistant roles.

This certification is perfect for:

- Aspiring virtual assistants looking to break into the industry
- Administrative professionals seeking to upskill
- Freelancers aiming to build a career in remote support

Program	Program Details	What You'll Learn
Virtual Assistance Career Starter	Prerequisite: High school diploma or higher	• Introduction to Virtual Assistance & Gig Work • Communication Skills • Time Management and Organization • Document & File Management

Virtual Assistance PRO+

Master Your Virtual Assistant Career

This certification program is designed to help experienced virtual assistants take their careers to the next level. Gain high-value, specialized skills and earn a microcredential in the process. Strengthen your English proficiency and master advanced virtual assistant competencies to refine your expertise and position yourself as a specialist—boosting your value and competitiveness in the job market.

This certification is perfect for:

Trained virtual assistants aiming to attract premium clients by mastering advanced, specialized skills and strategies that set them apart in the industry.

Specialization Tracks:

Choose one among the following tracks:

- VA PRO+ Real Estate Specialization
- VA PRO+ Healthcare Specialization
- VA PRO+ Financial Accounting Specialization
- VA PRO+ Social Media Management Specialization
- VA PRO+ E-Commerce Specialization
- VA PRO+ Tech Support Specialization

Program	Program Details	What You'll Learn
Virtual Assistance PRO+	Prerequisite: • High school diploma or higher • Must have completed the Virtual Assistance Career Starter Program	• English Proficiency for Virtual Assistants • Problem Solving • Project Management • Data Analysis and Reporting • Specialization Track

Virtual Assistance - Getting to Work

This Certification Program is designed to empower you to effectively showcase your skills and secure job opportunities. Through two tailored pathways—Platforms and Promoters Assessment (Basic) and Self-Promotion (Intermediate)—you'll gain the tools and strategies needed to succeed. Choose the pathway that aligns with your goals, as discovered in the Virtual Assistance Career Starter program.

Option 1: Virtual Assistance Marketplace Pro

This program is perfect for:
New virtual assistants looking to join freelancer platforms or connect with promoters to find clients.

Program at a Glance

- Prerequisite:
  - High school diploma or higher
  - Must have completed the Virtual Assistance Career Starter Program

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What you'll learn:

- Building your CV
- Acing Interviews
- Networking and Job Search Strategies

Option 2: Solo-Preneur Personal Branding

This program is perfect for:
Virtual assistants with advanced skills who wish to attract clients independently through personal branding and self-promotion.

Program at a Glance

- Prerequisite:
  - High school diploma or higher
  - Must have completed the Virtual Assistance Career Starter Program

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What you'll learn:

- Building your CV
- Acing Interviews
- Managing Taxes
- Building Your Personal Brand and Professional Materials
- Negotiation, Professional Development, and Resilience

Earn a Certificate That Works for You

After completing each program, you'll receive an MMDC Exclusive Shareable Digital Certificate—a credential that highlights your expertise and job readiness. Add it to your LinkedIn profile or CV to showcase your skills and stand out to employers. This certification proves you're equipped with industry-relevant knowledge and ready to take on virtual assistant roles.

What You'll Need to Get Started

- A computer or laptop
- A stable internet connection
- Basic computer and internet navigation skills
- Access to Google Workspace (Gmail, Docs, Sheets, Slides) for hands-on practice

Ready to start your journey?
Enroll now at www.mmdc.mcl.edu.ph



Marketing

Explore digital marketing, social media strategies, and content creation to craft impactful campaigns.

Unlock Your Potential in Digital Marketing and E-Commerce.

The Google Digital Marketing & E-Commerce Certification Program is designed to equip you with the essential skills needed to excel in digital marketing and online business. Developed by Google, this program covers key areas such as search engine optimization (SEO), email marketing, analytics, and online store management. You'll gain hands-on experience using powerful tools like Google Ads, Google Analytics, and Shopify, preparing you to drive traffic, optimize performance, and boost sales.

This certification is perfect for:

Aspiring digital marketers, e-commerce managers, entrepreneurs, and business professionals who want to sharpen their marketing skills and grow their online businesses across various industries such as retail, tech, and services.

Program	Program Details	What You'll Learn
Google Digital Marketing & E-Commerce	Prerequisite: At least a High School graduate	• Foundations of Digital Marketing and E-commerce • Attract and Engage Customers with Digital Marketing • From Likes to Leads: Interact with Customers Online • Think Outside the Inbox: Email Marketing • Assess for Success: Marketing Analytics and Measurement • Make the Sale: Build, Launch, and Manage E-commerce Stores • Satisfaction Guaranteed: Develop Customer Loyalty Online • Accelerate Your Job Search with AI

Earn a Certificate That Works for You

Upon completing this program, you'll earn a professional certificate from Google, recognized globally in the digital marketing and e-commerce industries. Add it to your LinkedIn profile or CV to showcase your skills and stand out to employers. This certification proves you're equipped with industry-relevant knowledge and ready to take on new career opportunities.

What You'll Need to Get Started

- A computer or laptop
- A stable internet connection
- Familiarity with basic digital tools like Google Workspace or Microsoft Office
- Experience with cloud-based advertising platforms like Meta for Business or Google AdSense is beneficial but not required
- Experience with software as a service, digital tools like Google Analytics, and other cloud services would be helpful but is not required

You'll also get access to free tools such as Google Ads and Google Analytics during the program to help you get hands-on experience.



Unleash Your Creativity with Adobe

The Adobe Content Creator Certification Program is here to help you develop the skills needed to create compelling visual content for any platform. Developed by Adobe, this program covers everything from graphic design and video editing to creative storytelling. You'll get hands-on experience with Adobe Express—an easy-to-use design tool that lets you create and edit images and videos online. Plus, you'll explore generative AI tools like Adobe Firefly, learning how to use them practically and ethically.

This certification is perfect for:

Aspiring content creators, digital marketers, graphic designers, and social media professionals who want to level up their creative and technical skills. Whether you're working in advertising, media, entertainment, or e-commerce, this certification will help you stand out and succeed in the creative industry.

Program	Program Details	What You'll Learn
Adobe Content Creator	Prerequisite: High School diploma or higher	• Design Fundamentals • Social Media Content and Strategy • Multimedia Content Creation • Generative AI Content Creation



Earn a Certificate That Works for You

Upon completing this program, you'll earn a professional certificate from Adobe that showcases your expertise in content creation and design. Add it to your LinkedIn profile or CV to showcase your skills and stand out to employers. This certification proves you're equipped with industry-relevant knowledge and ready to take on new career opportunities.

What You'll Need to Get Started

- A computer or laptop (running Windows 10 or later, MacOS 11 or later, or Chrome OS)
- A web browser (Google Chrome: Version 100 or later, Microsoft Edge: Version 107 or later, Safari: Version 16 or later, or Firefox: Version 117 or later)
- A stable internet connection
- Basic digital literacy skills (ability to create documents, presentations, or spreadsheets using Google Docs or Windows Office)
- Experience working with other graphic design applications such as Canva would be helpful but is not required

Enrolling in the program also gives you three months access to Adobe Express Premium for free. While having Premium access allows you to access features such as Brands, it is not strictly necessary to complete the program.



Technology

Gain foundational IT and tech skills to tap into one of the fastest-growing industries.

Master the Power of Data to Drive Smart Business Decisions

The IBM Data Analytics Certification Program is designed to equip you with the skills to collect, analyze, and interpret data that helps drive business success. Developed by IBM, this program covers key areas such as data visualization, statistical analysis, and database management. You'll get hands-on experience using industry-standard tools like Excel, SQL, Python, and Tableau to efficiently process and present data.

This certification is perfect for:

Aspiring data analysts, business professionals, and anyone eager to sharpen their analytical skills. It's ideal for those looking to build a career in industries like technology, finance, healthcare, and retail.

Program	Program Details	What You'll Learn
IBM Data Analytics	Prerequisite: At least a High School graduate	Data Science and Python • Introduction to Data Analytics • Excel Basics for Data Analysis • Data Visualization and Dashboards with Excel and Cognos • Python for Data Science, AI & Development • Python Project for Data Science Visualization • Databases and SQL for Data Science with Python • Data Analysis with Python • Data Visualization with Python Career Advancement • IBM Data Analyst Capstone Project • Generative AI: Enhance your Data Analytics Career • Data Analyst Career Guide and Interview Preparation



Earn a Certificate That Works for You

Upon completing the program, you'll earn a professional certificate from IBM that showcases your expertise in data analytics. Add it to your LinkedIn profile or CV to showcase your skills and stand out to employers. This certification proves you're equipped with industry-relevant knowledge and ready to take on new career opportunities.

What You'll Need to Get Started

- A computer or laptop
- A stable internet connection
- A solid understanding of basic math concepts

While no prior programming or data analytics experience is required, you should be comfortable using spreadsheet software like Google Sheets or Microsoft Excel.

You'll need to know how to create and format spreadsheets, use basic formulas **(SUM, AVERAGE, COUNT)**, and create charts. The program also involves using IBM Cognos Analytics for some modules. A 30-day free trial of Cognos is included, giving you full access to complete the necessary tasks.

Not sure which program is right for you? Our team can help—
Email us at hello@mmdc.mcl.edu.ph



Artificial Intelligence

The AI for Personal Productivity: Work Smarter, Not Harder microcredential introduces learners to the essential concepts, tools, and strategies for using artificial intelligence effectively.

Build confidence in using AI for work and creativity!

Designed for beginners, this program equips you with the skills to identify real-world AI use cases, choose the right tools, and interact with AI systems - especially large language models (LLMs)-with clarity and confidence. Using frameworks like RGCE (Role, Goal, Context, Execution), you will learn how to craft purposeful prompts, manage limitations, and iterate for high-quality outputs.

This certification is perfect for:

- Professionals from any field-educators, creatives, freelancers, administrators, and more-seeking to integrate AI into their work.
- Learners who want to future-proof their careers by developing AI literacy
- Beginners who want a practical introduction to AI tools and strategies.

Program Details:

- Prerequisite: At least a High School graduate; basic computer and internet skills

What you'll learn:

- Introduction to Artificial Intelligence
- Defining Your AI Use Case
- Choosing the Right AI Model
- Optimizing AI Models
- Structuring Effective AI Prompts
- Refining Prompts with Patterns
- Managing the AI Conversation
- Using AI Responsibly



Earn a Certificate That Works for You

After completing this program, you will receive an MMDC microcredential in AI for Personal Productivity: Work Smarter, Not Harder. This shareable digital certificate highlights your expertise and job readiness-perfect to add to your LinkedIn profile, CV, or portfolio. It demonstrates that you can confidently use AI as a strategic partner in professional and creative tasks.

What You'll Need to Get Started

- A computer or laptop
- A stable internet connection
- A solid understanding of basic AI concepts and software
- Basic computer and internet navigation skills
- A ChatGPT account (free or paid) for hands-on practice

By completing this microcredential, you will gain practical skills in defining AI use cases, selecting the right models, and crafting effective prompts with frameworks like RGCE.

You will also learn to manage AI conversations responsibly and efficiently. These competencies will empower you to use AI as a strategic partner-not something to compete with, but something to leverage-giving you an edge in today's evolving workplace.

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ESL

The ESL Instructor Certification equips learners with the knowledge and skills to facilitate English as a Second Language (ESL) classes in both online and classroom environments.

Prepare to teach English with confidence in any setting!

This program is designed for those with little to no teaching experience and introduces pedagogical principles, language acquisition theories, and effective instructional and assessment strategies. Learners will also explore how to leverage technology and AI to enhance lesson planning, classroom engagement, and overall teaching effectiveness.

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This certification is perfect for:

- Professionals from various fields who want to start a career in ESL instruction
- Beginners with little to no teaching experience looking for structured training
- Educators seeking to integrate technology and AI into their teaching practices

Program at a Glance:

- Prerequisite: High school diploma or higher

Course Outline

- Pedagogical principles and approaches to ESL instruction
- Language acquisition theories and their application in teaching
- Strategies for teaching and assessing English macro skills (listening, reading, writing, speaking)
- Lesson planning and classroom management techniques
- Leveraging technology and AI to improve instruction and student engagement

What You'll Need to Get Started

- A computer or laptop
- A stable internet connection
- Basic computer and internet navigation skills
- A ChatGPT account or another large language model account (for teaching-enhancement activities)
- A Google Workspace account (for collaborative lesson planning tasks)

Not sure which program is right for you? Our team can help—
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IELTS Preparation

The IELTS Preparation Certification empowers learners to successfully take the International English Language Testing System (IELTS), one of the most widely recognized exams for English fluency worldwide.

Achieve global recognition for your English fluency!

The program helps learners develop essential test-taking strategies, strengthen their English language skills, and build the confidence needed to excel in all sections of the exam-Listening, Reading, Writing, and Speaking.

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This certification is perfect for:

- Learners who want to demonstrate globally recognized English proficiency
- Professionals seeking opportunities abroad in work, study, or migration
- Future ESL instructors who want to improve their own English fluency as they prepare to teach others

Program at a Glance:

- Prerequisite: Basic computer and internet skills

What You'll Learn

- Listening strategies for understanding a range of accents and contexts
- Reading techniques for analyzing academic and general passages
- Writing skills to structure essays, reports, and responses effectively
- Speaking practice to communicate fluently and confidently in interviews
- Test-taking strategies to manage time, reduce anxiety, and maximize performance

Earn a Certificate That Works for You

After completing the program, you will receive an MMDC Certification in IELTS Preparation. This certificate demonstrates your readiness to take the IELTS exam and validates the skills you have developed in the four key English macro skills.

What You'll Need to Get Started

- A computer or laptop
- A stable internet connection
- Basic computer and internet navigation skills

Not sure which program is right for you? Our team can help—
Email us at hello@mmdc.mcl.edu.ph

Who will benefit from Certification Programs?

MMDC Certification Programs are designed to meet the needs of individuals who are ready to transform their career paths.



Job Seekers with No Work Experience

No experience? No problem. Certification programs equip you with practical skills and credentials to land your first job and start strong.

Working Professionals Who Want a Promotion

Looking to move up? Upskill with certifications that show you're ready for more responsibility and promotion.





Career Shifters Exploring New Opportunities

Thinking of starting fresh in a different field? Our programs help you build the confidence and skills to start fresh in tech, marketing, virtual assistance, English language training, and more.

What makes MMDC Certification Programs modern and unique?

MMDC Certification Programs equip non-graduate professionals with job-ready skills through professional certificates from industry leaders.



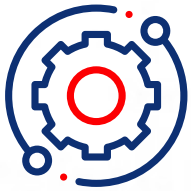
Personalized Application Guidance

- Our matching placement process helps you start a clear path to success.
- Enroll anytime and get started right away.



Career Development Assistance

- Get expert help with refining your CV and interview skills.
- Connect with potential employers through our career development team.



Tech Support

- Get reliable assistance from our support team to help you navigate the platform and resolve technical issues.
- Access guidance on using platform tools effectively for a smooth and uninterrupted learning experience.



Curated Learning Pathways

- Industry-approved certification courses from Coursera ensuring you learn relevant, job-ready skills.
- Courses are carefully selected to meet the demands of local and global employers.

Even without a college degree, the MMDC Certification Programs can help you stand out in today's workplace by equipping you with in-demand skills that employers value.



World Class Learning Now Within Your Reach

The MMDC Certification Programs are **hosted on Coursera**, a global online learning platform used by learners worldwide.

Through this partnership, our students get access to premium learning experiences designed to match real-world job demands.

Here's what makes it powerful:

- **A Global Library of Courses** – Access thousands of courses from the world's top universities and companies.
- **24/7 AI Tutor Support** – Get help anytime, anywhere with Coursera's AI-powered learning assistant.
- **Curated Pathways to Real Jobs** – Coursera works directly with industry leaders, so every course teaches the skills employers are actually hiring for.

FAQs

Are there any age restrictions for enrolling?

Yes, you need to be at least 18 years old and a high school / senior high school graduate.

I'm a college graduate. Can I still enroll?

Of course! MMDC Certification Programs are perfect for upskilling and opening new career opportunities.

When can I enroll in a course?

Enrollment is open year-round! With our rolling enrollment system, you can sign up anytime and start learning right away.

How much are the certification programs?

Our certification programs are designed to be affordable and accessible. For the latest pricing and program details, please visit our website at www.mmdc.mcl.edu.ph.

How do I pay for my programs?

Payments can be made through RCBC fund transfers.

We also accept all major credit cards for your convenience.

Are the certifications recognized internationally?

Yes, certifications are internationally recognized and align with global standards.

How do I receive my certification?

Your certification will be delivered digitally, ready to share on professional platforms or with potential employers.

Do the Certification Programs offer support for learners with disabilities?

The learning platform is invested in making programs accessible to most. Text readers, cc on videos, etc are available.

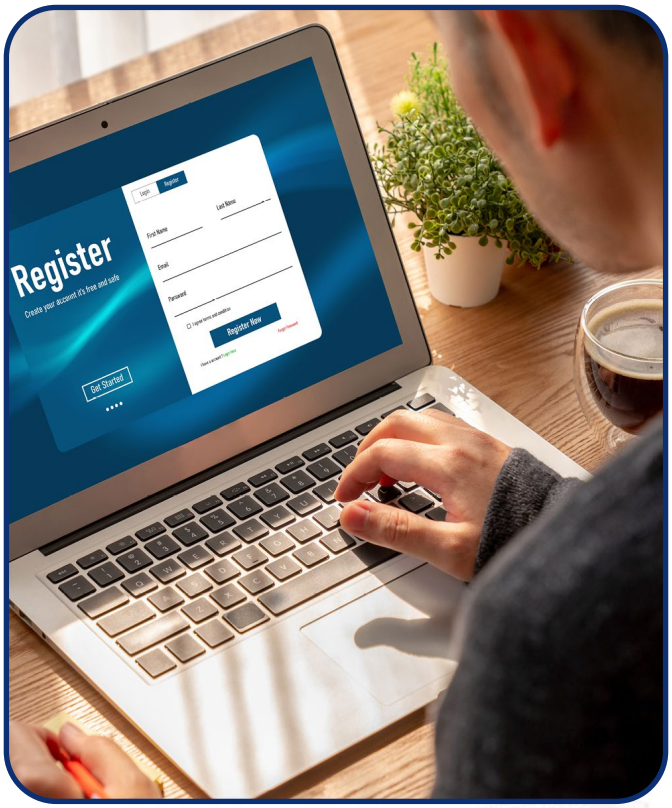
What is the process for connecting with potential employers after completing the program?

Our Career Development Officer is here to support you after you complete your program. For assistance, email us at **cdo@mmdc.mcl.edu.ph.**

Enrollment Process

Easy Enrollment in 3 Simple Steps

Starting your journey is quick and hassle-free:

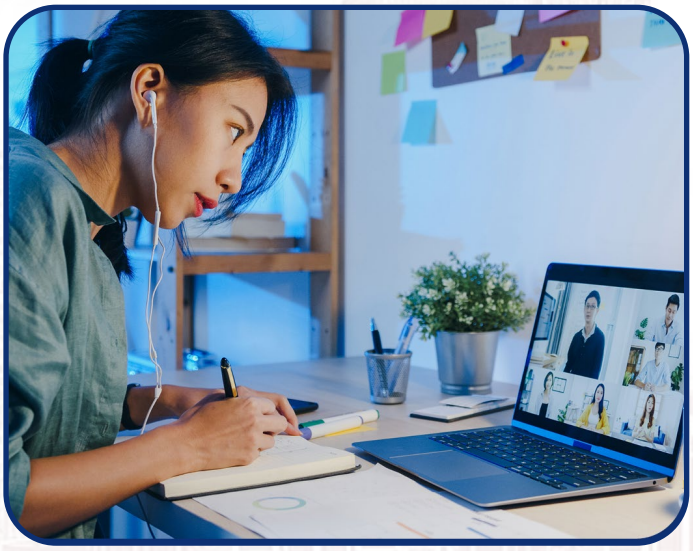


Step 1: Fill Out the Form

Submit your details and 1 valid ID (government-issued).

Sample IDs:

- Passport
- Driver's License
- National ID
- TIN ID
- PhilHealth ID
- Postal ID
- Senior Citizen ID
- PWD ID
- Birth Certificate



Step 2:
Receive Personalized Guidance

Our team will match you with the right course tailored to your career path.



Step 3:
Pay and Start Learning

Complete your enrollment, and you're ready to begin your journey toward success!

MAPÚA MALAYAN DIGITAL CERTIFICATIONS

A program under Mapúa Malayan Colleges Laguna

Start your future with Mapúan Academic Excellence, now within your reach.

We're here to assist with your enrollment.

TALK TO US.

www.mmdc.mcl.edu.ph hello@mmdc.mcl.edu.ph

@MapúaMalayanDigital

MMDC HOTLINE

Luzon-based applicants: +63 928 551 5380

Visayas and Mindanao-based applicants: +63 998 577 5818

We're available online **Monday to Friday from 8:00 AM – 5:00 PM** (Philippine Standard Time)